

## Summary of goals for state partners

1. Identifying application uses and users
  - a. WIBs – still undefined
    - i. MO – single point of contact with LWIBs; research based input from LWIBs; supply/demand analysis; focus groups (employers)
    - ii. IL – regional economist outreach (LWIBs – employers/comm.. colleges)
    - iii. CO – LED advisory council; workforce development regions
    - iv. ID - regional economist outreach; survey
    - v. OR – Work with one or two WIBs
  - b. Transportation planners
    - i. Defined plan for implementation of mass transportation (CO and CA)
    - ii. Establish network (MO)
  - c. Economic development (ID and NC)
  - d. New customers
    - i. Work with MN Land Management Center and MetroGIS to identify other users (MN)
2. Functional requirements for application (PA). It should
  - a. Accommodate WIB boundaries plus custom boundaries
  - b. Accommodate user defined industry clusters
  - c. Be dynamic, user-friendly, well-labelled, sourced
  - d. Produce output that is downloadable in both electronic format and hardcopy (nice print output)
  - e. Produce summary tabulations for analysis and insertion into reports
  - f. Be flexible enough to aggregate up to MCD's (MN)
3. Improving input data
  - a. Check input data when commuting patterns are extraordinarily high (MN)
  - b. Work with NCESC;workforce boards; econ development organizations; Department of Transportation to resolve missing physical address information (NC)
  - c. Initially use in-house resources to improve the address information then work with PDCs, MPOs, VDOT, WIBs, and other stakeholders (VA)
  - d. Continually improve internal processes with eye to developing sustainable application (OR)
4. Marketing and dissemination
  - a. Expand customer base via presentations (Human Services; Corrections; Aging; Commerce) – all states
  - b. Conferences and symposia (CO)
  - c. Website (CO; VA; ID; OR)
  - d. Promotional and informational materials (NC)
  - e. Email listserv (VA)
  - f. Brochure; presentations; articles (OR)
5. Training
  - a. Commerce and Labor Offices; (ID)

- b. LWIB; Career Center staff ; integration with NGA Workforce Policy Academy(MO)
  - c. Pilot regional career centers; institutions of higher education (CO)
  - d. Statewide, regional and local meetings (NC)
  - e. Train staff to work with WIBs (OR)
- 6. Evaluation
  - a. Document instances of where mapping application has influenced policy makers; bi-monthly customer assessment (CO)
  - b. Survey (ID)
  - c. Thorough feedback (PA)
  - d. Workforce stakeholders (VA)

Next steps (by Sept 25 for Oct 1 conference call)

Each state should provide summary of following

- 1. Comments on John Carpenter's Sept 1 presentation
- 2. Summary report of what has been done on Topics 1-6 (above). The most urgent question - given ETA's funding – is the applications for WIBs. The second is developing a set of functional specifications for John Carpenter (number 2)..particularly given that ETA has suggested that we pilot the application in a One-Stop by December 30.
- 3. List of questions for group/Census

**LED Origin/Destination Mapping Project:  
North Carolina Goals**

1. Collaborate with Durham County workforce and economic development partners, including the Durham Chamber of Commerce, Central Piedmont Workforce Development Board, and Triangle Economic Development Board, to determine information needs regarding spatial relationships between workers and employees and develop mechanisms for addressing these needs with LED Origin/Destination data.
2. Provide support and participate in the development of the Mapping Application, including facilitating and soliciting input from Durham County and other local partners concerning prototype mapping application features and other products developed using LED Origin/Destination data.
3. Develop and implement ongoing processes to improve the quality of employing unit address information and geo-codes in ES-202 file including:
  - Identification of units with missing or incorrect physical location information and records corresponding to multiple work site locations
  - Leverage of resources, including NCESC Local Offices, workforce boards, economic development boards, and other local organizations to resolve missing/incorrect address information and break-out of multiple work site locations
  - Partner with NC Department of Transportation and local transportation authorities to improve geo-codes and other spatial information resources
  - Collaborate with NC ES-202 staff to incorporate improved address information into EQUI files
4. Develop plan for the NC implementation of the Mapping Application and other products based on LED Origin/Destination data including:
  - Methods to provide access to and user support of the Mapping Application via the Internet
  - Training and demonstration sessions of the Mapping Application at statewide, regional, and local meetings
  - Development of LMID staff to serve as user support for the Mapping Application.
  - Development of promotional and informational materials for the Mapping Application and other Origin/Destination data products.

## **Florida Labor Market Statistics Goals for LED Mapping Application**

The following is a listing of goals in addition to the objectives set out in Florida's participation proposal.

**Goal 1**

To be able to create maps that regional workforce boards can use to understand and analyze the labor dynamics in their regions.

**Goal 2**

To ensure that the maps that are generated are dynamic, Internet-based, and are user-friendly, including well labeled, sourced, etc.

**Goal 3**

To ensure that the generated maps protect the confidentiality of the data.

**Goal 4**

To ensure that the maps can be downloaded in a usable format that can be incorporated into reports and other products (both electronic and hardcopy).

**Goal 5**

To ensure that summary data can be generated from the maps to assist with analysis and reporting.

**Goal 6**

To encourage and promote the use of the maps throughout the workforce and economic development community.

## Idaho's Goals for the LED Mapping Project – August, 2004

1. Goals for working with Commerce and Labor personnel:
  - 1.1. After we receive the origin-destination matrices in Dec, and receive the prototype mapping tool, give presentations that show the capabilities of the new system using Idaho data.
  - 1.2. Train interested personnel to create labor shed maps.
  - 1.3. Create labor shed maps for companies looking into moving to Idaho.
2. Goals for working with WIBs:
  - 2.1. In October, Public Affairs Division staff will give a preliminary presentation describing this mapping tool to our Regional Labor Economists. They, in turn, will introduce their WIBs to the theoretical functions of the tool. We will be learning the details of the system at the Nov Mapping Workshop, so this October presentation will be high level.
  - 2.2. After we receive the origin-destination matrices in Dec, and receive the prototype mapping tool, we will give presentations that show the capabilities of the new system using Idaho data. Each Regional Labor Economist will train their WIB personnel to create both labor and commute sheds.
  - 2.3. Solicit feedback through a survey to understand the WIBs needs. When the prototype is up and running, and regional personnel are trained, each WIB user group will give us examples of maps they've produced and how they are using those maps. These examples will be used for marketing purposes, as well as for future training. Feedback will be consolidated, and reported to the Census Bureau and Excensus.
  - 2.4. Create labor shed maps, within each region, for the largest of our employers.
3. Goals for working with Local Idaho Commerce and Labor Offices:
  - 3.1. Solicit their needs from the Boise office, via one-on-one interviews.
  - 3.2. If they are interested, train some people within each office to be able to create commute sheds for people seeking employment.
  - 3.3. If product will allow a user to get a list of employers within a 30 minute commute from a residence, train Local Idaho Commerce and Labor Office personnel to do this.
4. Put several commute sheds on the LED web page for densely populated areas, with explanations of how to use them. Change these quarterly. Also publicize in the Idaho Employment newsletter, and in press releases.
5. After the tool is fully developed, staff will make presentations to local Chamber of Commerce meetings, and to local/state Economic Development meetings showcasing the tool. Staff will be ready to do in-depth training to people within Chambers of Commerce, economic development groups, education facilities, etc.
6. Continue to find physical addresses when none exist on the QCEW file. Continue to incorporate feedback correcting invalid physical addresses.

Illinois Department of Employment Security

**GOALS FOR LOCAL EMPLOYMENT DYNAMICS  
MAPPING PROJECT**

8/27/04

Illinois' LWIB staff expressed a long-standing desire to undertake studies of labor and commute sheds, but until now data limitations and cost have been insurmountable impediments to accomplishing this objective. Therefore, the prospect of participating in the design and development of a capability to produce this type of information at the LWIA, sub-LWIA, and multi-LWIA level in an Internet-based, user-defined format is particularly attractive to them.

**Build Information Infrastructure**

Outstationed labor market economists develop an electronic presentation to facilitate an initial awareness and interest of the LWIB staff and members. This will create anticipation for the final product, and encourage LWIBs and their staff to begin thinking about the application's relevance to their responsibility under WIA for the production of service strategies in their local venues. Employers and community college representatives will be among the Illinois LWIB members who are presented with this information.

**Expand Customer Base**

When the final Illinois LED mapping product is implemented on the Internet, agency local economists will continue to promote the LED mapping application in the field in their capacity as technical advisors to the LWIBs, and providers of information to the local print, television, and radio media. It will be possible to conduct field demonstrations to interested target groups at their regularly scheduled meetings and conferences.

Information about the LED program will be provided to several state agencies, including the Department of Human Services, the Department of Corrections, and the Department on Aging. IDES routinely coordinates and shares information involving workforce development with those agencies. IDES will also coordinate closely with the Department of Commerce and Economic Opportunity (DCEO), the agency that administers the Workforce Investment Act (WIA) Title I programs and state economic development programs in Illinois, for marketing the project to local economic development agencies, chambers of commerce, and employer groups.

**Explore Interstate Labor Market Synergy**

Since both Missouri and Illinois are members of the program, there will be core datasets for both. We will seek unique opportunities to explore critical interstate cooperative options for the project. LWIAs 22 and 24 make up the St. Louis metro east area, yet they also include a significant rural population.

## LED MAPPING COLORADO GOALS

FR: ALEXANDRA E. HALL  
DIRECTOR, LABOR MARKET INFORMATION  
COLORADO DEPARTMENT OF LABOR AND EMPLOYMENT  
RE: LED MAPPING COLORADO GOALS

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1. PROMOTE USE OF LED MAPPING APPLICATIONS FOR IMPROVED POLICY MAKING.
  - Promote the use of the LED mapping application in planning for implementation of a new proposal, FastTracks, (if approved by voters this fall) in expansions of mass transportation in the east, north and western Denver suburbs.
  - Partner with economic development agencies to use LED mapping in planning new economic development concepts called "Live Along the Rail" with the expansion the Denver I-25 corridor.
  - Partner with economists at the University of Colorado to evaluate a distributed workplace concept for federal employers to distribute their worksites throughout the region closer to employee residences and publish study results.
  - Document instances where LED has driven local government decision making, including budget impact and local transportation planning.
2. EVALUATION AND FREQUENT FEEDBACK MECHANISM FOR PRODUCT IMPROVEMENT
  - Implement plan to receive active input and feedback from our LED advisory council, comprised of economic development professionals, community college and university educators, regional economists, business users and workforce professionals.
  - Conduct seminars at the three meetings of the Colorado Workforce Development Council and partner with the Council to publish an annual recap of the input from these meetings.
  - Deliver LED mapping training and feedback presentations at each of two meetings for small businesses in conjunction with the September 2005 Colorado Workforce Development month activities.
  - Conduct bi-monthly customer assessment meeting in each of three to five pilot regions.
  - Give at least three presentations at regional economic development conferences.
3. WORK WITH OTHER AGENCIES, INCLUDING COLORADO TRANSPORTATION AGENCIES, TO FIND WAYS TO IMPROVE QCEW PHYSICAL ADDRESS DATA.
4. MAKING THE PRODUCT AVAILABLE TO AS MANY USERS AS POSSIBLE
  - Implement a website for LED and LED mapping, with announcement to internal list of customers and client. Measure public awareness and marketing effectiveness in part through analysis of web hits and requests for information.
  - Develop policies for development of custom products, including product parameters, turnaround time and pricing.
  - Conduct training in pilot region workforce centers and in institutions of higher education.

### **Minnesota's goals for LED Origin-Destination data:**

- 1) One of MN's objective is to integrate the information on commuting patterns into our other LMI products where appropriate. Current plans include the following:
  - a. We currently present QCEW employment by industry for the 2,500+ minor civil divisions across the state at <http://www.deed.state.mn.us/lmi/tools/qcew/minor/>. We will use the O/D data at the block level to aggregate to these same geographic definitions and provide info on where the employment by MCD comes from.
  - b. The query tool used to provide the info at the above site will be modified to present labor shed and commute shed information at the MCD level. Info will be in both tabular form, with linkage to the corresponding QCEW info, and in the form of GIS maps similar to those we present at <http://www.deed.state.mn.us/lmi/tools/qcew/maps/m20034.htm>.
  - c. We will explore the usefulness of providing similar information at the county and regional levels, and consider adding these data to the above websites, as well as to our economic profiles of sub-state regions at <http://www.deed.state.mn.us/lmi/regional/>.
- 2) While our QCEW has been fairly thoroughly reviewed for accuracy of physical location and multiple worksite break-out, we have discovered that the O/D data provide another means for identifying questionable location and/or MWR data. Unreasonable commute distances can be used to flag records that may be in error or indicate a failure to report to the unit level (in fact, we have identified such problems through the investigation of these incredible commute patterns). We intend to investigate means for using these data to direct QCEW resources more effectively and efficiently.
- 3) We will explore available GIS resources available at MN's Land Management Information Center (<http://www.lmic.state.mn.us/>), MetroGIS (<http://www.metrogis.org/>), and other sources to identify useful and informative extensions and combinations of LMI and these other resources.
- 4) Throughout the exploration and development of these capabilities, we will communicate with local WIBS and other users and interested parties to ensure the most useful set of information is provided in as clear a manner as possible.



# Missouri Goals for The Local Employment Dynamics Origin/Destination Mapping Project

- Establish a single point of contact with each of our fourteen local Workforce Investment Boards (WIBs) that is familiar with LED product analysis and basic applications.
- Establish a definitive "network" of Transportation Planners located within State Government agencies, major metropolitan governments and major public and private regional planning organizations. Use this network to facilitate comments and feedback on product development. Route relevant correspondence, summary reports and material through this network.
- Provide relevant training to local WIB staff, Career Center staff, and selected partner staff regarding LED/Origin Destination Mapping and our implementation plan.
- The Missouri Department of Transportation, their cartography and aerial mapping capacities, and staff have committed to collaboration with our implementation to facilitate recommendations and feedback on product development phases, including enhancing the quality of the ES202 (QCEW) data file.
- Establish research-based input from local Workforce Investment Board and Missouri Career Center staff about the most likely feasible applications for the use of Origin Destination data and maps with customers. The input will come from facilitated focus groups composed of Missouri Career Center staff and key stakeholder partners.
- Using feasible applications with customers as guidelines, develop a methodology for testing a variety of uses of the data with customers. Complete the actual testing, and analyze test results in an effort to gauge the feasibility of ongoing product delivery, application and use.

This methodology will be stratified by customer economic background in order to ascertain any distinction between feasible use by certain non-disadvantaged customers and those economically disadvantaged customers enrolled in the Temporary Assistance for Needy Families (TANF) program.

- In collaboration with the Supply and Demand Skills Gap Analysis being done with local Workforce Investment Boards, assemble focus groups composed of businesses in the local Workforce Investment Area to identify their specific application and use of Origin/Destination Maps and data.
- Integration of all training material and products with the information sharing process used under the National Governors Association Workforce Policy Academy.
- Provide all necessary reports to the Census Bureau in a timely fashion.

## **OREGON'S GOALS FOR DEVELOPING LED MAPPING APPLICATIONS**

*August 26, 2004*

1. Develop an LED mapping application that is both sustainable and based on quality information. Continually improve internal processes for developing and maintaining a clean geo-coded QCEW file on an ongoing basis. Work collaboratively with others in Oregon's geo-coding community to ensure the highest possible level of data quality.
2. Work initially with one or two Oregon WIBs to determine their LED mapping-related information needs, and develop tools to meet those needs.
3. Train Oregon Employment Department LMI staff to serve as LED mapping resources for all Oregon WIBs.
4. Develop an implementation, marketing and dissemination plan so that the final product is made available to as many users as possible. Examples may include:
  - A brochure regarding the LED mapping application for all state and local WIBs with a personal letter and e-mail from the LMI Director, incorporating the local services that can be provided by the Workforce Analyst (WA) and Regional Economist (RE).
  - WAs deliver presentations of LED mapping tool to WIBs and obtain feedback regarding the application.
  - GIS analyst presents mapping tool to transportation planning entities and obtains feedback regarding the application and firm geocoding issues.
  - REs write articles in monthly newsletter (*Local Labor Trends*) noting the availability of the LED mapping tool.
  - Provide link to LED mapping tool on Oregon's award-winning LMI web site, OLMIS ([www.QualityInfo.org](http://www.QualityInfo.org)).

## **Pennsylvania Goals for LED Mapping Application**

**Goal 1** – To ensure that the mapping application can accommodate WIB area boundaries, as well as other geographic configurations of the users' choosing.

**Goal 2** – To ensure that the application can accommodate industry clusters as defined by local WIBs.

**Goal 3** – To ensure that system maps that are generated are dynamic, user-friendly, well labeled, sourced, etc.

**Goal 4** – To ensure that generated maps protect the confidentiality of the data.

**Goal 5** – To ensure that the maps can be downloaded in a usable format that can be incorporated into reports (electronic and hardcopy).

**Goal 6** – To ensure that summary data can be generated from the maps to assist with analysis and insertion into reports.

**Goal 7** – To gain workforce development stakeholder acceptance and use of the application.

**Goal 8** – To provide thorough, well documented feedback to LED and ExCensus for improvement of the product.

## **Virginia's Mapping Project Goals**

1. Discuss mapping project with workforce stakeholders at various meetings and conferences and provide feedback on project through list-serve, meetings, and workshops.
2. Develop email list-serve for workforce stakeholders.
3. Develop system that:
  - a. Identifies establishments with bad or missing addresses, large single unit businesses, and large multi-units.
  - b. Initially use in-house resources to improve the address information then work with PDCs, MPOs, VDOT, WIBs, and other stakeholders to get additional address information.
  - c. Give address information to ES202 unit for updating and correcting employer files.
4. Develop promotional material on mapping project for inclusion in publications, newsletters, Quarterly Tax Report, VEC website, VEC marketing materials, and dissemination at meetings, conferences, and presentations.
5. Establish web link on VEC website.
6. Incorporate in LMI presentations segment/demonstration of mapping project.
7. Develop training plan for workforce stakeholders.

## **Washington State's Goals for the LED Mapping Project**

- To establish a web-based application that geographically represents LED data. The application must have high usability and meet the needs of a wide range of customers from local workforce development councils to policymakers to state and county planners.
- To ensure the application meets the needs of a broad range of customers, we will establish an advisory group that includes representation from the following:
  - all 12 local workforce development councils,
  - the state workforce board,
  - other state agencies, including:
    - the Office of Financial Management (Census Data Center)
    - The state Economic and Revenue Forecast Council
    - The state Department of Transportation
    - The Governor's Office
  - Local Economic Development Councils
  - County Government
- Develop a marketing and dissemination plan with the goal of having the application used by as many diverse users as possible.
  - Develop promotional brochures, bookmarks, and other material for mass distribution.
  - Actively promote the LED Mapping application among policy makers.
  - Develop a standard PowerPoint presentation for a variety of audiences at conferences and meetings.
  - Develop a cadre of presenters to “spread the word” about the LED Mapping Application.
- Develop standard reports on commute patterns focusing on areas with high commuter traffic – Seattle-King County and adjacent Counties, as well as Vancouver, WA – Portland, OR and other commuter-rich areas.
- Develop an application that includes not only maps, but also data tables that can be downloaded in standard formats (Excel, SAS, etc)
- Improve our QCEW geo-codes by using this application to discover errors and inconsistencies that can be corrected.